

The Canadian Sportsman's Hunting Guide



Imperial[®]

The ammo
that goes with
the territory



Shop Canadian

IMPERIAL®

Canadian Sportsmen Know Best

Canada's rugged conditions challenge our sportsmen to be the world's best. They also challenge our skill at designing sporting ammunition that goes with the territory.

For nearly 100 years, Imperial has been the ammunition brand that Canadian sportsmen demand. And for good reason. Proven performance and reliability for closed and open shooting of all kinds of game in Canada's extremely varied terrain and weather. Ammunition made in the country that knows hunting best.

You'll see in this guide why Imperial shotshells, rifle cartridges and 22's are the best ammunition for the Canadian shooter. You'll also find tips to help you choose the ideal round for your purpose, and to get more satisfaction and safety from your sport.



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SHOTGUN SHELLS



TOP BRASS

Look at the brass base system you get only on Imperial shotshells. It's solid brass, not plated steel. So it can't rust, stays smooth. And it's higher than on any other brand, for added protection and loading smoothness.

All Imperial shotshells include a positive ignition system designed to function in Canada's coldest weather. They are tested for reliability at -40°C .

The Dynawad System is another Imperial plus. This tough plastic wad controls pressure through two gas seals. So full power goes to the load, and recoil is exceptionally soft.

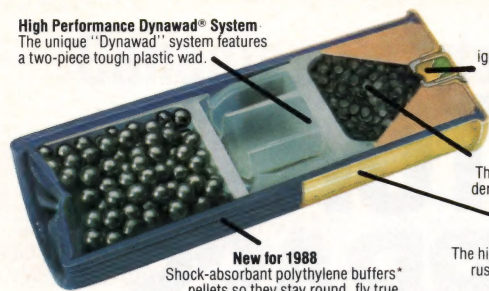
Look at the magnum load. Shock absorbant polyethylene* surrounds the pellets. This buffering helps them stay round, fly true, deliver the velocity and pattern you expect.

*On all Imperial 12 gauge Magnum and Buckshots loads.



SHOTGUN SHELLS

High Performance Dynawad® System
The unique "Dynawad" system features a two-piece tough plastic wad.



Positive Ignition
An intense white-hot flame ignites the smokeless powder for positive ignition shot after shot in all weather conditions.

Balanced Propellant Charge
The finest, cleanest burning powder to maximize the power in each load.

High Brass Head
The highest metal base system totally rustproof, with a smooth all-brass head for easier chambering.

New for 1988
Shock-absorbant polythylene buffers* pellets so they stay round, fly true.

*12 Ga. Magnum + Buckshot

RECOMMENDED SHOT SIZES

	Type of Shell	Shot size
Ducks	Magnum. Special Long Range	4, 5, 6
Geese	Magnum. Special Long Range	BB, 2, 4
Pheasants	Special Long Range. Heavy Loads	5, 6, 7½
Quail	Standard Loads	7½, 8, 9
Ruffed Grouse & Partridge	Special Long Range. Standard Loads	6, 7½, 8
Rabbits	Special Long Range. Standard & Heavy Loads	4, 5, 6, 7½
Woodcock, Snipe	Standard & Heavy Loads	7½, 8, 9
Crows	Special Long Range. Standard & Heavy Loads	5, 6, 7½
Foxes	Magnum. Special Long Range	BB, 2, 4

STANDARD SHOT SIZES

Bird/Buck shot	Pellet Diam. Ins.	Pellets per oz.	English equiv.
9	.080	585	N/A
8	.090	410	"
7½	.095	350	"
6	.110	225	"
5	.120	170	"
4	.130	135	"
2	.150	90	"
BB	.180	50	"
4 Buck	.220	27	AAA
3 Buck	.250	19	AAAA
1 Buck	.300	11	SG
0 Buck	.320	9	SSG
00 Buck	.330	8	Spec. SSG

Illustration, diameter and number of pellets per ounce are approximate.

(A) FULL CHOKE

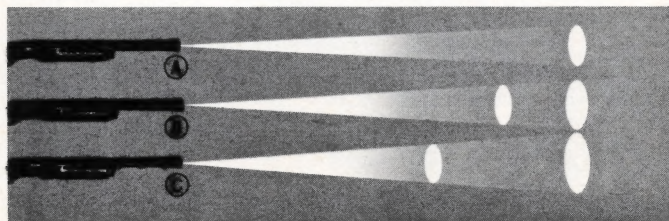
Suitable for long range up to 50-55 yards. Pattern would be too dense and small for hunting at close range.

(B) MODIFIED CHOKE

Delivers best pattern for medium range, 25 to 45 yards. Recommended generally for upland hunting.

(C) IMPROVED CYLINDER

The choice for short range, up to 30-35 yards. At longer range pattern will become too thin to ensure hits.



SHOTGUN SHELLS

SHOT PATTERNS AND CHOKE

The amount of constriction in a shotgun's bore determines choke. This constriction slightly squeezes the shot charge just before it leaves the muzzle. The amount of choke is illustrated by the percentage of pellets which hit within a 30-inch circle drawn on a target placed at 40 yards. The choice of choke should be made in relation to the distance at which targets will be shot.

'IMPERIAL' RIFLED AND 'POLY-KOR' SLUGS

Gauge and type		Weight Ounces†	Velocity Feet per Second		Energy Ft. Lbs		Mid-range Trajectory	
			Muzzle	100 Yds	Muzzle	100 Yds	50 Yds	100 Yds
Hollow point slugs*	12 ga.	1 oz.	1560	980	2365	925	0.6"	3.1"
Rifled Slugs	16 ga.	4/5 oz.	1600	950	2175	765	0.6"	3.1"
Rifled Slugs	20 ga.	5/8 oz.	1600	950	1555	550	0.6"	3.1"
Rifled Slugs	410 (Bore)	1/5 oz.	1830	1025	650	205	0.4"	2.5"

†Weight is approximate

SHOTGUN SHOOTING TECHNIQUES

Picking your Target and Firing

Experienced gun handlers will tell you that the two fundamental mistakes made with a shotgun is lifting the head and lack of follow-through. Unlike a rifle which is aimed, a shotgun is pointed at the target.

The shooter should keep his cheek on the stock, keep both eyes open whenever possible and focused on the target. Trigger action on a shotgun is different, too. Do not squeeze the trigger, pull sharply and quickly but not too hard.

Leading the Target

When you're shooting moving game, such as fast water fowl in full-flight, you must lead the game. Basically, this means picking up the target and estimating direction and speed, then swing the muzzle to a point ahead of the game before firing. Always follow-through after firing. Do not stop the shotgun, stopping the movement will usually result in a missed shot.

Leading the Target

1. Gun position and stance as bird enters shootable range.



2. Track bird along.



3. Catch and pass the bird.



4. Fire when you reach the correct lead.



SHOTGUN SHELLS

IMPERIAL SHOTSHELL PRODUCT RANGE



SPECIAL LONG RANGE LOADS

Imperial special long range has the velocity, power and pattern you need for waterfowl and long range upland game. They are especially designed for the sportsman who demands the utmost in performance.



Product Symbol	Gauge	Shell Length	Oz.	Shot Size
V12 IL	12	2¾"	1¼	BB, 2, 4, 5, 6, 7½



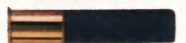
V16 IT	16	2¾"	1⅞	2, 4, 5, 6, 7½
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V20 IM	20	2¾"	1	2, 4, 5, 6, 7½
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V28 IZ	28	2¾"	¾	4, 6, 7½
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V410 IR	.410 bore	2½"	½	4, 5, 6, 7½
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MAGNUM LOADS

Imperial 2¾" and 3" magnum. These loads are the most powerful of our shot charges and ensure a denser pattern and maximum penetration. They are designed for excellent down range performance and have the extra reaching power and high velocity you need when hunting high flying ducks and geese.



Product Symbol	Gauge	Shell Length	Oz.	Shot Size
V12M3 PX	12	3"	1⅞	BB, 2, 4, 6



V12M3 IP	12	3"	1⅞	BB, 2, 4, 5, 6
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V12M LX	12	2¾"	1½	BB, 2, 4, 5, 6
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V20M3 IH	20	3"	1¼	4, 6, 7½
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V20M MX	20	2¾"	1⅞	2, 4, 6
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V410M3 IQ	.410 bore	3"	1⅞	4, 5, 6, 7½
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SHOTGUN SHELLS



BUCKSHOT LOADS

Delivers our consistent quality, for medium sized game at short range. The shot charge and pellets are designed to deliver more energy at point of impact.



Product Symbol	Gauge	Shell Length	No. of Pellets	Shot Size
V12 IL 4B	12	2¾"	34	-4 Buck
V12 IL 0B	12	2¾"	12	-0 Buck



V12M LX 00B	12	2¾"	12	-00 Buck
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V12M3 PX 00B	12	3"	15	-00 Buck
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V16 IT 1B	16	2¾"	12	-1 Buck
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RIFLED SLUG LOADS

Imperial 'Poly-Kor' stabilized slug and rifled slug loads. A great combination of power and precision for medium and larger sized game at short range.



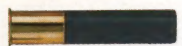
Product Symbol	Gauge	Shell Length	Oz.	Size
V12 IL RS	12	2¾"	1	'Poly-Kor' Stabilized Slug Hollow Point



V16 IT RS	16	2¾"	¾	Rifled Slug
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V20 IM RS	20	2¾"	⅝	Rifled Slug
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V410 IR RS	.410 bore	2½"	½	Rifled Slug
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STANDARD & HEAVY LOADS

Canuck standard is the perfect all around light load for short range birds, upland game and pests. The heavy load is best suited for larger types of upland game.



Product Symbol	Gauge	Shell Length	Oz.	Shot Size
V12 DA	12	2¾"	1⅞	4, 5, 6, 7½



V12 DN	12	2¾"	1¼	2, 4, 5, 6, 7½
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V16 DT	16	2¾"	1	4, 5, 6, 7½
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V20 DM	20	2¾"	⅞	4, 5, 6, 7½
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RIFLE CARTRIDGES

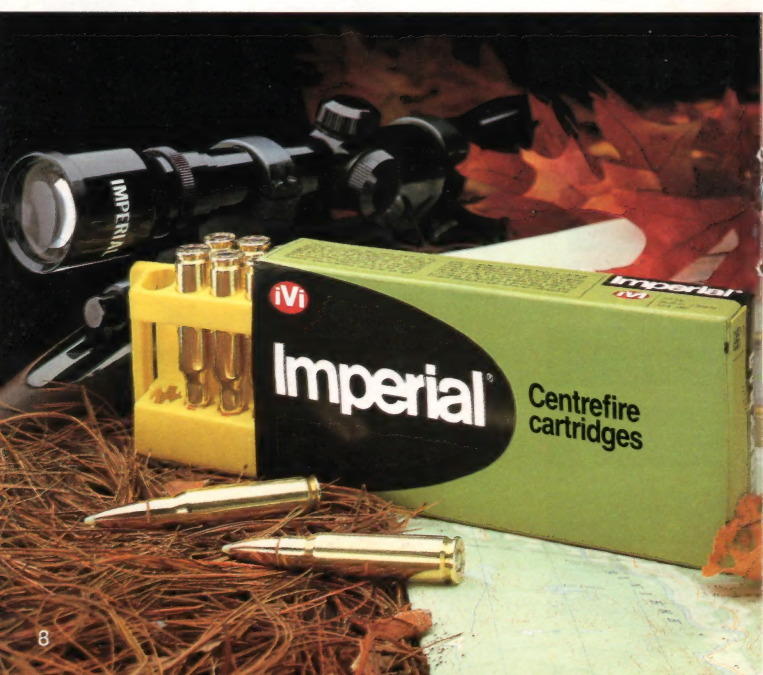
HOT TIP

Imperial "Sabretip", the original bullet with the tough plastic tip.

This unique ballistic tip prevents the bullet from deforming when loading or unloading, and in magazines. So it loads smooth, retains its true aerodynamic characteristics and delivers pin-point accuracy.

Yet it mushrooms as effectively as a soft tip – for maximum impact at all ranges.

Here's another hot tip: Imperial makes the right centrefire round for every purpose (see facing page). All are designed and manufactured to put the most energy, accuracy and stopping power at your fingertips. In all Canadian conditions.



RIFLE CARTRIDGES

Positive Ignition

An intense white-hot flame from the primer ignites the smokeless powder for consistent ignition.

Powerful Propellant Charge

Our ballisticians select the finest powder for each load.

Maximum Accuracy

Imperial's aerodynamically-designed bullet delivers accuracy and stopping power round after round.

Quality Brass Case

Quality is controlled from the casting of the alloy right up to the final loading stage.

BULLET TYPES



The lightweight Pointed Soft Point (PSP)

Use this bullet type for hunting medium-size game and varmints. Although lighter than regular Pointed Soft Point, this bullet provides the same outstanding accuracy and the superb mushrooming qualities of its heavier version.



The Pointed Soft Point (PSP)

Its sharply pointed aerodynamic shape, its high velocity and lower trajectory minimize sighting problems. This is the bullet type for longer range, medium size game shooting. The Pointed Soft Point also has excellent mushrooming qualities.



The 'Sabretip' (ST)

Use the heavier weight for big game and the lighter weight for medium size game. This bullet combines a tough jacket and a highly durable plastic tip that will not deform when chambered. Its unique ballistic shape ensures pinpoint accuracy, excellent expansion and mushrooming qualities.



The 'Kling-Kor' Soft Point (KKSP)

The perfect bullet for medium size and big game. Expansion is tightly controlled even on shorter range shots. Notches in the metal jacket lock in the lead core. This means far greater weight retention and deeper penetration, combined with maximum impact.



The Soft Point (SP)

This is a bullet for big game. Jacketed in a metal case, with either a round or flat nose, the Soft Point is a most dependable bullet for shorter ranges.

POPULAR USE CHART

Caliber	Wt. in Grains	D	BB	A	BS	MG	C	M	E	GB	G	F	C	W
222 Rem.	50													
223 Rem.	55													
22-250 Rem.	55													
243 Win.	75													
100														
6 mm Rem.	75													
100														
25-06 Rem.	120													
6.5 x .55 mm	160													
250 Savage	100													
270 Win.	130													
160														
7 mm Mauser	160													
7 mm Rem. Mag.	150-175													
30-30 Win.	150													
170														
30-06 S&W	110													
150														
160														
220														
300 Win. Mag.	150													
180														
300 Savage	150													
180														
303 Savage	190													
303 British	180													
215														
308 Win.	110													
150														
180														
200														
32 Win. Special	170													
38-55 Win.	255													
44 Rem. Mag.	240													

(D) Deer (BB) Black Bear (A) Antelope (BS) Bighorn Sheep (MG) Mountain Goat (C) Caribou (M) Moose (E) Elk (GB) Grizzly Bear (G) Groundhog (F) Fox (C) Coyote (W) Wolf

BALLISTICS

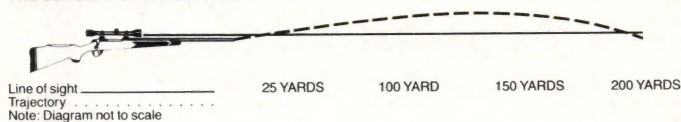
Centrefire Rifle Cartridges

TRAJECTORY Inches above (+) or below (–) line of sight 0 – Indicates yardage at which rifle is sighted in.

Description	Bullet Weight in grains	Bullet Type	Velocity Feet per second					Energy Foot-Pounds					Short Range						Long Range								
			Muzzle	100 Yards	200 Yards	300 Yards	400 Yards	500 Yards	Muzzle	100 Yards	200 Yards	300 Yards	400 Yards	500 Yards	50 Yards	100 Yards	150 Yards	200 Yards	250 Yards	300 Yards	100 Yards	150 Yards	200 Yards	250 Yards	300 Yards	400 Yards	500 Yards
222 Rem.	50	Pointed Soft Point	3140	2602	2123	1700	1350	1107	1094	752	500	321	202	136	+0.5	+0.9	0	- 2.5	- 6.9	- 13.7	+2.2	+1.9	0	- 3.8	- 10.0	- 32.3	- 73.8
223 Rem.	55	Pointed Soft Point	3240	2747	2304	1905	1554	1270	1282	921	648	443	295	197	+0.4	+0.8	0	- 2.2	- 6.0	- 11.8	+1.9	+1.6	0	- 3.3	- 8.5	- 26.7	- 59.6
	55	Hollow Point	3240	2880	2550	2240	1950	1680	1280	1010	790	610	460	345	+0.4	+0.7	0	- 1.9	- 5.1	- 9.9	+1.7	+1.4	0	- 2.8	- 7.0	- 21.1	- 44.3
22/250 Rem.	55	Pointed Soft Point	3680	3137	2656	2222	1832	1493	1654	1201	861	603	410	272	+0.2	+0.5	0	- 1.6	- 4.4	- 8.7	+2.3	+2.6	+ 1.9	0	- 3.4	- 15.9	- 38.9
	55	Hollow Point	3680	3280	2920	2590	2280	1990	1655	1315	1040	815	630	480	+0.1	+0.5	0	- 1.4	- 3.8	- 7.3	+2.0	+2.3	+ 1.6	0	- 2.8	- 12.5	- 28.9
243 Win.	75	Pointed Soft Point	3350	2924	2536	2180	1854	1563	1869	1424	1071	791	572	407	+0.3	+0.7	0	- 1.8	- 5.0	- 9.8	+1.6	+1.4	0	- 2.7	- 7.0	- 21.5	- 46.1
	100	Pointed Soft Point	2960	2697	2449	2215	1993	1786	1945	1615	1332	1089	882	708	+0.5	+0.9	0	- 2.2	- 5.8	- 11.0	+1.9	+1.6	0	- 3.1	- 7.8	- 22.6	- 46.3
6 mm Rem.	75	Pointed Soft Point	3470	3064	2694	2352	2036	1747	2003	1562	1207	920	690	508	+0.3	+0.6	0	- 1.6	- 4.5	- 8.7	+2.4	+2.7	+ 1.9	0	- 3.3	- 14.9	- 35.0
	100	Pointed Soft Point	3100	2829	2573	2332	2104	1889	2133	1777	1470	1207	983	792	+0.4	+0.8	0	- 1.9	- 5.2	- 9.9	+1.7	+1.5	0	- 2.8	- 7.0	- 20.4	- 41.7
25/06 Rem.	120	Pointed Soft Point	2990	2730	2484	2252	2032	1825	2382	1985	1644	1351	1100	887	+0.5	+0.8	0	- 2.1	- 5.6	- 10.7	+1.9	+1.6	0	- 3.0	- 7.5	- 22.0	- 44.8
6.5 x 55 mm	160	Soft Point	2420	2190	1960	1760	1580	1420	2080	1700	1360	1110	885	715	+0.3	0	-	- 6.5	-	-	+3.5	-	0	- 5.0	- 13.0	- 39.0	-
250 Savage	100	Pointed Soft Point	2820	2467	2140	1839	1569	1339	1765	1351	1017	751	547	398	+0.2	0	- 1.6	- 4.9	- 10.0	- 17.4	+2.4	+2.0	0	- 3.9	- 10.1	- 30.5	- 65.2
270 Win.	130	Pointed Soft Point	3110	2823	2554	2300	2061	1837	2791	2300	1883	1527	1226	974	+0.4	+0.8	0	- 2.0	- 5.3	- 10.0	+1.7	+1.5	0	- 2.8	- 7.1	- 20.8	- 42.7
	130	Sabretip	3060	2776	2510	2259	2022	1801	2702	2225	1818	1472	1180	936	+0.5	+0.8	0	- 2.0	- 5.5	- 10.4	+1.8	+1.5	0	- 2.9	- 7.4	- 21.6	- 44.3
	160	Kling-Kor Soft Point	2660	2400	2156	1926	1712	1557	2513	2047	1650	1317	1041	818	+0.2	0	- 1.7	- 5.2	- 10.4	- 17.8	+2.6	+2.1	0	- 4.0	- 10.1	- 29.6	- 61.0
7 mm Mauser	160	Kling-Kor Soft Point	2520	2213	1928	1668	1438	1248	2256	1740	1320	988	735	553	+0.3	0	- 2.1	- 6.2	- 12.7	- 21.9	+1.4	0	- 3.4	- 9.2	- 17.7	- 44.5	- 88.3
7 mm Rem. Magnum	150	Pointed Soft Point	3110	2830	2568	2320	2085	1866	3221	2667	2196	1792	1448	1160	+0.4	+0.8	0	- 1.9	- 5.2	- 9.9	+1.7	+1.5	0	- 3.2	- 7.0	- 20.5	- 42.1
	175	Soft Point	2860	2645	2440	2244	2057	1879	3178	2718	2313	1956	1644	1372	+0.6	+0.9	0	- 2.3	- 6.0	- 11.3	+2.0	+1.7	0	- 3.2	- 7.9	- 22.7	- 45.8
30/30 Win.	150	Kling-Kor Soft Point	2390	2018	1684	1398	1177	1036	1902	1356	944	651	461	357	+0.5	0	- 2.6	- 7.7	- 16.0	- 27.9	+1.7	0	- 4.3	- 11.6	- 22.7	- 59.1	- 120.5
	150	Sabretip	2390	2018	1684	1398	1177	1036	1902	1356	944	651	461	357	+0.5	0	- 2.6	- 7.7	- 16.0	- 27.9	+1.7	0	- 4.3	- 11.6	- 22.7	- 59.1	- 120.5
	170	Kling-Kor Soft Point	2200	1895	1619	1381	1191	1061	1827	1355	989	720	535	425	+0.6	0	- 3.0	- 8.9	- 18.0	- 31.1	+2.0	0	- 4.8	- 13.0	- 25.1	- 63.6	- 126.7
	170	Sabretip	2200	1895	1619	1381	1191	1061	1827	1355	989	720	535	425	+0.6	0	- 3.0	- 8.9	- 18.0	- 31.1	+2.0	0	- 4.8	- 13.0	- 25.1	- 63.6	- 126.7
30/06 Springfield	110	Pointed Soft Point	3330	2799	2325	1901	1532	1239	2708	1913	1321	882	573	375	+0.4	+0.8	0	- 2.1	- 5.8	- 11.5	+1.8	+1.6	0	- 3.2	- 8.3	- 26.4	- 59.6
	150	Pointed Soft Point	2910	2617	2342	2083	1843	1622	2820	2281	1827	1445	1131	876	+0.6	+0.9	0	- 2.3	- 6.3	- 12.0	+2.1	+1.8	0	- 3.3	- 8.5	- 25.0	- 51.8
	150	Sabretip	2910	2617	2342	2083	1843	1622	2820	2281	1827	1445	1131	876	+0.6	+0.9	0	- 2.3	- 6.3	- 12.0	+2.1	+1.8	0	- 3.3	- 8.5	- 25.0	- 51.8
	180	Kling-Kor Soft Point	2700	2348	2023	1727	1466	1251	2913	2203	1635	1192	859	625	+0.2	0	- 1.8	- 5.5	- 11.2	- 19.5	+2.7	+2.3	0	- 4.4	- 11.3	- 34.4	- 73.7
	180	Sabretip	2700	2469	2250	2042	1846	1663	2913	2436	2023	1666	1362	1105	+0.2	0	- 1.6	- 4.8	- 9.7	- 16.5	+2.4	+2.0	0	- 3.7	- 9.3	- 27.0	- 54.9
	220	Kling-Kor Soft Point	2410	2130	1870	1632	1422	1246	2837	2216	1708	1301	988	758	+0.4	0	- 2.3	- 6.8	- 13.8	- 23.6	+1.5	0	- 3.7	- 9.9	- 19.0	- 47.4	- 93.1
300 Win. Magnum	150	Pointed Soft Point	3290	2951	2636	2342	2068	1813	3605	2900	2314	1827	1424	1095	+0.3	+0.7	0	- 1.8	- 4.8	- 9.3	+2.6	+2.9	+ 2.1	0	- 3.5	- 15.4	- 35.5
	180	Sabretip	2960	2745	2540	2344	2157	1979	3501	3011	2578	2196	1859	1565	+0.5	+0.8	0	- 2.1	- 5.5	- 10.4	+1.9	+1.6	0	- 2.9	- 7.3	- 20.9	- 41.9
300 Savage	150	Pointed Soft Point	2630	2354	2095	1853	1631	1434	2303	1845	1462	1143	886	685	+0.3	0	- 1.8	- 5.4	- 11.0	- 18.8	+2.7	+2.2	0	- 4.2	- 10.7	- 31.5	- 65.5
	180	Kling-Kor Soft Point	2350	2025	1728	1467	1252	1098	2207	1639	1193	860	626	482	+0.5	0	- 2.6	- 7.7	- 15.6	- 27.1	+1.7	0	- 4.2	- 11.3	- 21.9	- 55.8	- 112.0
303 Savage	190	Kling-Kor Soft Point	1890	1612	1372	1183	1055	970	1507	1096	794	591	469	397	+1.0	0	- 4.3	- 12.6	- 25.5	- 43.7	+2.9	0	- 6.8	- 18.3	- 35.1	- 88.2	- 172.5
303 British	150	Pointed Soft Point	2700	2407	2132	1876	1642	1434	2428	1929	1514	1172	898	685	+0.2	0	- 1.7	- 5.1	- 10.5	- 18.0	+2.6	+2.1	0	- 4.0	- 10.3	- 30.5	- 63.6
	150	Sabretip	2700	2407	2132	1876	1642	1434	2428	1929	1514	1172	898	685	+0.2	0	- 1.7	- 5.1	- 10.5	- 18.0	+2.6	+2.1	0	- 4.0	- 10.3	- 30.5	- 63.6
	180	Kling-Kor Soft Point	2460	2112	1794	1512	1279	1109	2418	1782	1286	914	654	491	+0.4	0	- 2.3	- 7.0	- 14.3	- 24.9	+1.6	0	- 3.9	- 10.4	- 20.2	- 51.9	- 104.9
	180	Sabretip	2460	2223	2018	1816	1629	1459	2418	1993	1627	1318	1060	851	+0.3	0	- 2.1	- 6.1	- 12.2	- 20.8	+1.4	0	- 3.3	- 8.8	- 16.6	- 40.4	- 77.4
	215	Kling-Kor Soft Point	2170	1899	1652	1433	1250	1113	2248	1721	1303	980	746	591	+0.6	0	- 3.0	- 8.8	- 17.8	- 30.4	+2.0	0	- 4.8	- 12.8	- 24.4	- 61.1	- 120.0
308 Win.	110	Pointed Soft Point	3180	2666	2206	1795	1444	1178	2470	1736	1188	787	509	339	+0.5	+0.9	0	- 2.3	- 6.5	- 12.8	+2.0	+1.8	0	- 3.5	- 9.3	- 29.5	- 66.7
	150	Pointed Soft Point	2820	2533	2263	2009	1774	1560	2648	2137	1705	1344	1048	810	+0.2	0	- 1.5	- 4.5	- 9.3	- 15.9	+2.3	+1.9	0	- 3.6	- 9.1	- 26.9	- 55.7
	150	Sabretip	2820	2533	2263	2009	1774	1560	2648	2137	1705	1344	1048	810	+0.2	0	- 1.5	- 4.5	- 9.3	- 15.9	+2.3	+1.9	0	- 3.6	- 9.1	- 26.9	- 55.7
	180	Kling-Kor Soft Point	2620	2259	1928	1630	1374	1175	2743	2039	1485	1062	754	552	+0.3	0	- 2.0	- 6.0	- 12.3	- 21.4	+3.0	+2.5	0	- 4.8	- 12.4	- 38.1	- 82.2

RIFLE CARTRIDGES

THE CONCEPT OF TRAJECTORY



This is a simple, yet important, piece of science that all sports shooters should understand. The trajectory of a bullet is the path the bullet travels from the muzzle of the rifle until it strikes a target. Although the line of the shooter's sight is always straight, a bullet travels in an arc. Its flight in relation to the line of sight is shown in the diagram above.

As you can see, the bullet leaves the rifle barrel below the line of sight, crosses the line of sight at short range (approx. 25 yards), rises above it, then recrosses it at longer range (approx. 200 yards). This means that if you sight-in your rifle at 25 yards, you will also automatically be sighted-in for approx. 200 yards.

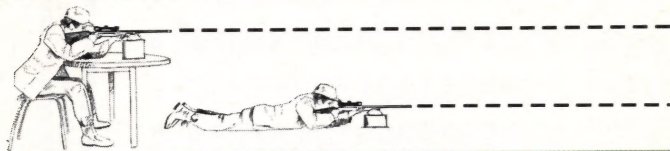
To find out how high or low a bullet will strike at ranges between 25 and 200 yards, or beyond 200 yards, use the Trajectory Tables on pages 10 and 11. The figures in these tables show the rise – or drop – inches of a bullet from the line of sight at selected distances. The line of sight used is 0.9" above the axis of the bore. This height is valid for both iron sights and low-mounted scopes. The tables can also be used for high-mounted scopes (i.e. 1.5" above the axis of the bore). The difference in drops at even the extreme 500-yard range is not significant enough to affect the figures.

SIGHTING-IN YOUR RIFLE

1. Set target approximately 25 yards away. This close range ensures you of hitting the paper with your first shot group, since any error on aim at 25 yards is magnified 4 times at 100 yards.



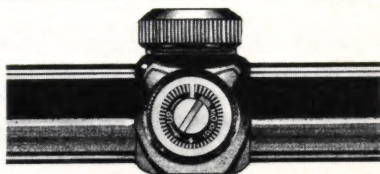
2. From a bench-rest or prone position, resting the fore-end of your rifle – never the barrel – on a padded surface, fire a 3-shot group.



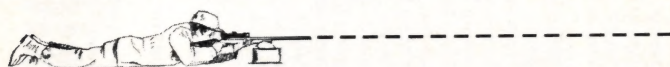
3. Check the position of your shots. Suppose, for example, the center of your 3-shot group is 3 inches high and 3 inches to the right on the target.



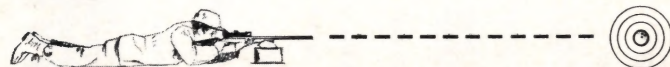
4. Make a 3 inch adjustment down with the elevation screw and a 3 inch adjustment to the left with the windage screw. Remember: one click equals 1/4 inch of adjustment on the Imperial Telescopic Sight at 100 yards.



5. Now fire another 3-shot group. The centre should now be on your point of aim. If not, make necessary further adjustments. If so, your shots will also be on the point of aim at approximately 200 yards.



6. You can now do any fine tuning of your sights that you think necessary, depending on your hunting environment, your shooting habits, and the type of ammunition you use. For example, you can now select a preferred range – say 100 or 150 yards. And using the Trajectory Tables on pages 10 and 11 you will be able to tell where your bullets will be striking.



.22 CARTRIDGES



MAGNUM FORCE

The Imperial hyper-velocity Laser is now the best .22 round for small game hunting and plinking. Its hollow-point truncated cone bullet is propelled at near magnum force – for maximum impact at up to 100 yards.

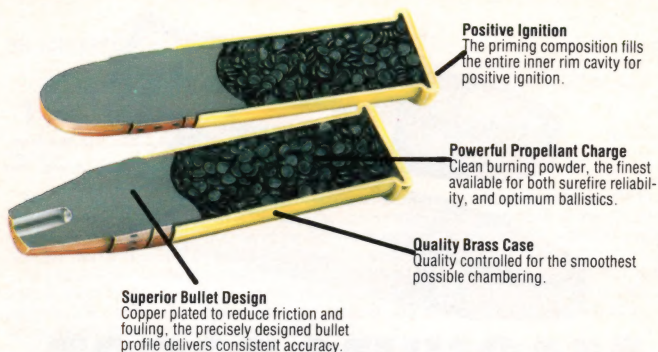


Whether you're shooting targets, varmints or small game, Imperial makes the .22 that's best for you: Standard velocity, for superior accuracy in rifle or handgun shooting; high velocity, for superior accuracy in longer range shooting; hyper velocity for maximum impact at closer range.

The case, powder, bullet and priming of all Imperial .22's meet the tough standards demanded by Canadian sportsmen and conditions.



.22 CARTRIDGES



IMPERIAL .22 CARTRIDGES



High Velocity

.22 Short: Shorter case and 29 grain bullet. Can be used in firearms with Long Rifle chambers, but performs best with firearms designed for the Short cartridge.



High Velocity

.22 Long Rifle Hollow Point: A 36 grain bullet engineered for maximum expansion. Ideal for small game, pests and varmints.



High Velocity

.22 Long: A combination of Long Rifle case and 29 grains Short bullet at high velocity. Particularly suited for general shooting with firearms having Long Rifle chambers.



Standard Velocity

.22 Long Rifle Target: The special lower velocity, maintained to a constant level, minimizes wind effect, reduces recoil, and provides superior accuracy in competitive target shooting with rifles and handguns. This is a 40 grain solid point bullet.



High Velocity

.22 Long Rifle: The most popular "Twenty-Two" for the best performance and accuracy for general shooting. This is a high velocity 40 grain solid bullet.



Hyper Velocity

.22 Long Rifle Laser: A 33 grain hollow-point truncated cone bullet. Laser delivers explosive energy and great mushrooming at near magnum velocity. Ideal for small game hunting and plinking.



.22 BALLISTICS		Bullet		Velocity Feet per Second		Energy in Foot Pounds		Mid-range Trajectory in inches for range of 100 yds.
Description	Type (lead)	Weight Grains	Muzzle	100 yards	Muzzle	100 yards		
.22 Short	Solid Plated	29	1095	903	77	52		4.5
.22 Long	Solid Plated	29	1240	961	99	60		3.9
.22 Long Rifle	Solid Plated	40	1255	1017	140	92		3.6
.22 Long Rifle Hollow Point	Hollow Point Plated	36	1280	1015	135	85		3.5
.22 Long Rifle TARGET	Solid Plated	40	1150	976	117	85		4.0
.22 Long Rifle Hollow Point 'Laser'	Truncated Cone HP	33	1500	1075	165	85		2.8

SAFETY

Your Imperial safety guide

Safety is automatic with an experienced shooter. Practise safety at all times. It should become a habit. Everyone should be familiar with these safety tips.

- Think of every firearm as a loaded gun and treat it accordingly. This is the basic rule of all gun safety.
- When carrying your firearm to and from a hunting site, it should always be unloaded and if possible taken down and cased. Use a proper case whenever transporting a firearm.
- Before loading, check the barrel and action for any obstructions, remove any oil or grease from the chamber and check to insure your firearm is chambered for the ammunition you intend to use.
- Keep the safety on until you are ready to shoot. Carry your gun in such a manner that you can control the direction of the muzzle.
- Be aware of your companion's position at all times. Never shoot over the head of a companion.
- Never shoot a game over the rise of a hill. You should always know what is behind your target.
- Don't pull the trigger until you have positively identified the target. Know your game and its identifying features.
- Pointing a gun is a serious and responsible decision. Only point at what you wish to shoot.
- Stored guns should always be unloaded and ammunition stored separately. Keep each securely locked and out of reach of children.
- Never attempt to climb or jump with a closed or loaded gun. Always position your gun so that it can be safely retrieved, never by the muzzle.
- Never shoot a bullet at a flat, hard surface, including water. Before target practice, check your back stop.
- Guns and alcohol do not mix. Make it a point not to drink before or during your shooting activity.

Participate in Canada's new Recreational Target Shooting program.

The Shooting Federation of Canada (SFC) invites all shooters to participate in their new Recreational Target Shooting program (RTS).

The new RTS is open to all. Any individual or club member who wishes to shoot for recreation and compete for awards may participate in this program.

SFC membership is not required. You may shoot on any indoor or outdoor range, or in any safe location where you can put up RTS targets.

Imperial - Canada's leading supplier of Target .22 ammunition - is proud to sponsor the Recreational Target Shooting program, and to provide the handsome new RTS crests and awards for beginners, intermediates and advanced rifle and handgun competition winners. Only RTS participants may compete for these badges, which should be worn with pride.

If you or your club would like to receive information on how to participate in Canada's New Recreational Target Shooting program, please write:

The Shooting Federation of Canada,
333 River Road,
Vanier, Ont.
K1L 8H9.

Fifty Golden Years

Imperial salutes Ducks Unlimited on the occasion of their golden anniversary.

In just 50 years, Ducks Unlimited has helped to save over 4 million wetland acres, benefitting hundreds of wildlife species in Canada, North America and around the globe.

We at Imperial are proud to be one of the major Canadian contributors who have helped Ducks Unlimited become the largest, most effective developer of waterfowl nesting grounds in the world today.

They symbolize every true sportsman's commitment to conservation.



Ducks Unlimited Canada

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